

<<Kleppner广告教程>>

图书基本信息

书名：<<Kleppner广告教程>>

13位ISBN编号：9787302026761

10位ISBN编号：7302026769

出版时间：1997-10

出版时间：清化大学出版社

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内容概要

本书将广告企业营销整体活动的框架之中，特别强调广告与其他营销渠道的协调；着眼于全球或多国广告。

全书共分六部分二十六章，主要内容包括：广告的地位、广告规划、广告管理、媒体、广告的创作以及其他广告。

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